



February 11, 2010

Dear Fellow Business Owner,

I have been involved with the Local First Alliance since its inception several years ago, and I am proud to be a member of the Local First Alliance and pleased to serve on its steering committee.

As the owner of a local business, I am committed to strengthening our local economy. But I know that I can do more to accomplish this goal by working together with fellow local business owners than I can on my own. For this reason, I am excited to support the Local First Alliance in its efforts to:

- **Increase awareness of the importance of buying locally.** We want to educate local residents about the impact of their shopping decisions, communicating the importance of local businesses to local employment and to local community organizations.
- **Educate local residents about the options that are available within the area.** It's amazing to me how many options we have to buy locally, not only as consumers shopping for food but also as small businesses looking to source office supplies and even computers.
- **Bring local businesses together to identify opportunities for collaboration.** There is so much that we can do together to encourage consumers to keep their money in the Upper Valley, from cross-promotions to joint events.

Local First Alliance is just getting started here in the Upper Valley, and I'm excited to see it achieve the sort of results that similar organizations have had in places like Cambridge, MA, Portland, OR, and even Portsmouth, NH. To this end, I urge you to join the Local First Alliance and work with us to help further these goals. Thank you in advance for your support!

Sincerely,

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